



Job Description: Visitor Services Counsellor

Full-time and part-time seasonal

About Tourism Tofino:

Working on behalf of over 200 local businesses, the mission of the Tofino Destination Management Association, dba Tourism Tofino is:

To deliver sustainable growth for our members that contributes economic and social benefits for our community. (updated March 2021)

Role:

Promote the Tofino destination by providing exceptional and personalized service that encourages exploration and discovery and converts inquiries into bookings of activities, attractions and services. This creates higher visitor satisfaction, increased spending, return visits and destination advocacy.

Responsibilities:

- Welcome all visitors to the Visitor Centre and/or mobile activations. Determine needs and service visitors by providing complete and accurate information;
- Assist visitors in a professional, prompt and friendly manner via email, social media, phone, mail, and in person;
- Assist visitors with accommodations, tours, ferry reservations etc. in response to visitor requests as needed/requested;
- Maintain high level of community knowledge on activities and attractions;
- Research relevant community information (events, services, facilities) that may be of interest to visitor;
- Keep brochure racks, retail displays and storage organized and well-stocked. Re-order brochures when necessary;
- Accurately record visitor statistical data in accordance with Tourism Tofino specifications;
- Maintain and update files and reference materials for the Visitor Centre on a continual basis;
- Post current information of interest to the visitor (Road Reports, Tourist Alert, Weather, Fisheries, etc.);
- Make sales transactions for merchandise sold and do daily cash-out reports;
- Provide visitor services at special events or festivals;
- Wear clean and well-maintained designated uniform and nametag while on shift;
- Attend monthly meetings and training events such as: in-service training, product knowledge, familiarization tours, and site visits;



- Fulfil information requests and distribute Tourism Tofino materials while developing and maintaining excellent member relations;
- Other duties as assigned by Visitor Services Supervisor or Manager.

Competencies:

- Excellent interpersonal and communication skills (verbal, written and telephone);
- Friendly and outgoing demeanor;
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- Must work well independently as well as part of a team;
- Proficient computer skills specifically Microsoft Office, internet search and social media;
- Willing to work evenings and weekends;
- Knowledge of attractions and tourism products/services in the Tofino area;
- Must have local accommodation secured
- May, June and July start dates available
- Second language an asset

Work Experience:

- Customer service-oriented jobs and/or volunteer positions will qualify as appropriate work experience

Education:

- Minimum of grade 11;
- Visitor Sales and Services Training (will be provided);
- Product knowledge training for this position will be provided upon commencement of employment.